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ABSTRACT OF THE DISCLOSURE**GOODS STOCK MARKET VIA THE INTERNET**

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A method, system, and computer program product for matching a buyer and a seller of goods is provided. In one embodiment, an on-line auction or want ad site receives registration information from a registering user. The registration information includes a unique identifier for the item the registering user wishes to buy or sell. The on-line service then identifies a matched user if one exists and notifies the registering user of the match. The unique identifier of the item listed by the matched user exactly matches the unique identifier of the item identified by the registering user. The matched user may be identified by through the use of an on-line auction or reverse auction or may simply be matched based on a search of a database of registered buyers and sellers. The unique identifier allows a buyer to be confident that the item purchased is the item desired.